

NEWS/BUSINESS/FINANCE/LIFESTYLE EDITORS [For Immediate Release]

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Driving Mental Health and Disability Conversations in Asia: Community Business and Prudential's Two-Year Partnership to Continue *This is Me Asia*

Community Business is partnering with Prudential plc (Prudential) on ***This is Me Asia***, a storytelling programme that aims to promote conversations about mental health and disabilities in the region. The collaboration will involve raising awareness and breaking down the stigma surrounding mental health and disabilities. A key area of focus is enhancing employee experiences from hiring to retiring by normalising mental health and encouraging disability conversations in the workplace.

Janet Ledger, CEO, Community Business, said, "I firmly believe in the significance of our work in progressing mental health and disability inclusion. Understanding mental health, disabilities and the impact they can have on people's experience at work is imperative for fostering a healthy, productive and inclusive work environment. We have a long history of working with organisations to develop their understanding of wellbeing and disability inclusion and we are excited to continue this journey with Prudential."

Catherine Chia, Chief Human Resources Officer, Prudential plc said, "Mental wellbeing is a key priority for us at Prudential. We hold a collective commitment to foster an open and inclusive culture - one that provides mental health safety where everyone feels supported, included, and experiences a true sense of belonging. We are proud to be the next sponsor for This Is Me Asia that will focus on normalising conversations and breaking the stigma of mental health and disabilities."

By showcasing the diverse experiences and perspectives of individuals, ***This is Me Asia*** aims to further the dialogue about mental health and disabilities, as well as to create a supportive community.

"It is our responsibility to promote awareness on visible and invisible disabilities, provide resources and implement strategies that prioritise mental health in the workplace, knowing what a great effect good mental health can have on employees' livelihoods as well as their performance. We hope this programme can promote the benefits of a positive and supportive environment that enables our employees to thrive both personally and professionally," added Janet Ledger.

This is Me Asia is a groundbreaking initiative that aims to empower individuals to share their personal stories of mental health and disability challenges and triumphs. An expansion of

Barclays and The Lord Mayor's Appeal's initiative in the UK which focuses on mental health, **This is Me Asia** is a storytelling campaign that encompasses both mental health and disability conversations. Community Business was the first to bring this campaign into the Asia region when **This is Me India** was pioneered in 2019 and in 2021. The region-wide campaign was then initiated under the strategic partnership between Community Business and Bloomberg. Addressing the unique mental health and disability challenges faced in Asia, where stigma and taboos surrounding mental challenges and both visible and invisible disabilities are still prevalent, **This is Me Asia** will provide a platform for individuals to share their experiences and encourage empathy and understanding.

For more details about This is Me Asia, please visit the Community Business [website](#) or get [in touch](#).

About Community Business

Community Business is a leading not-for-profit committed to promoting diversity, equity and inclusion in companies across Asia. A membership-led organisation, Community Business grounds all its work in research, applying Asia-led insights to interpreting global practices and policies since our foundation in 2003.

Our campaigns are long-term, sustained efforts to impact positive change, putting the spotlight on key issues that need addressing and embracing a number of initiatives to engage companies:

- Advancing DE&I in the Workplace
- Building Disability Confidence
- Championing LGBT+ Inclusion
- Promoting Gender Equality
- Understanding and Ensuring Wellbeing

www.communitybusiness.org

About Prudential plc

Prudential plc provides life and health insurance and asset management in 24 markets across Asia and Africa. Prudential's mission is to be the most trusted partner and protector for this generation and generations to come, by providing simple and accessible financial and health solutions. The business has dual primary listings on the Stock Exchange of Hong Kong (2378) and the London Stock Exchange (PRU). It also has a secondary listing on the Singapore Stock Exchange (K6S) and a listing on the New York Stock Exchange (PUK) in the form of American Depositary Receipts. It is a constituent of the Hang Seng Composite Index and is also included for trading in the Shenzhen-Hong Kong Stock Connect programme and the Shanghai-Hong Kong Stock Connect programme.

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